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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

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1. (currently amended): A method for detecting a fraudulent event by a patron in a retail location, establishment, comprising:

capturing an image of a patron in a monitored area; establishing a rule defining said fraudulent event, said rule including at least one condition; condition based upon observation in real time of an action undertaken by said patron, relative to at least one prior action or inaction by said patron;

processing at least one image of said retail location to identify said condition; and performing a defined action if said rule is satisfied.

- 2. (original): The method of claim 1, further comprising the step of recording said at least one image if said rule is satisfied.
- 3. (currently amended): The method of claim 1, wherein said fraudulent event is a person patron stealing an item. item of clothing, the theft being detected in said processing step when a patron exits a changing area wearing a different
- 25 article of clothing than entered with.

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- 4. (currently amended): The method of claim 1, wherein said fraudulent event is a person patron attempting to return an item without a receipt. receipt, said fraudulent event being detected in said processing step via satisfying the condition that the patron wasn't carrying the item upon entering the retail establishment.
- 5. (currently amended): The method of claim 4, 1, wherein said processing step determines the fraudulent event is said patron said person attempting to return an item without a receipt at a time when the patron has not previously been detected in said retail location. establishment.
- 6. (currently amended): The method of claim 4, 1, wherein said processing step determines the fraudulent event is said person patron attempting to return an item without a receipt has been detected in an area of said retail location where said item is stocked.
- 7. (currently amended): The method of claim 4, 1, wherein said processing step determines the fraudulent event is said person patron attempting to return an item without a receipt was not carrying said item when said person entered said retail location.
 - 8. (original): The method of claim 1, wherein said processing step further comprises the step of performing a face recognition analysis on said image.
- 9. (original): The method of claim 1, wherein said processing step further comprises the step of performing a feature extraction analysis on said image.

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- 10. (canceled).
- 11. (canceled).

12. (canceled).

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- 13. (currently amended): A system for detecting a fraudulent event by a patron in a retail location, comprising:
- a memory that stores computer-readable code; and a processor operatively coupled to said memory, said processor configured to implement said computer-readable code, said computer-readable code configured to:

establish a rule defining said fraudulent event, said rule including at least one condition; condition based upon observation in real time of an action undertaken by said patron, relative to at least one prior action or inaction by said patron; process at least one image of said retail location to identify said condition; and perform a defined action if said rule is satisfied.

- 14. (currently amended): The system of claim 13, wherein said fraudulent event is a person patron stealing an item. item of clothing, the theft being detected in said processing step when a patron exits a changing area wearing a different article of clothing than entered with.
- 15. (currently amended): The system of claim 13, wherein said fraudulent event is a person patron attempting to return an item without a receipt. receipt, the fraudulent event being

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detected by said processor determining that either the patron wasn't carrying the item upon entering the retail establishment, or the patron has not been detected previously in said retail establishment.

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16. (currently amended): A system for detecting a fraudulent event by a patron in a retail location, establishment, comprising:

a memory that stores computer-readable code; and a processor operatively coupled to said memory, said processor configured to implement said computer-readable code, said computer-readable code configured to:

obtain at least one image of said retail
location; establishment;

analyze said image using video content analysis techniques to identify at least one predefined feature in said image associated with a rule defining said fraudulent event; event, said rule including at least one condition based upon observation of a present action undertaken by said patron, relative to at least one prior action or inaction by said patron; and

perform a defined action if said rule is satisfied.

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17. (currently amended): The system of claim 16, wherein said fraudulent event is a person patron stealing an item. item of clothing, the theft being detected by said processor when a patron exits a changing area wearing a different article of clothing than entered with.

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- 18. (currently amended): The system of claim 16, wherein said fraudulent event is a person attempting to return an item without a receipt. receipt, the fraudulent event being detected by said processor determining that either the patron wasn't carrying the item upon entering the retail establishment, or the patron has not been detected previously in said retail establishment.
- - a step to establish a rule defining said fraudulent event, said rule including at least one condition; condition based upon observation in real time of an action undertaken by said patron, relative to at least one prior action or inaction by said patron;
 - a step to process at least one image of said retail location to identify said condition; and a step to perform a defined action if said rule is satisfied.
- 20. (currently amended): An article of manufacture for detecting a fraudulent event by a patron in a retail location, establishment, comprising:
 - a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:
- a step to obtain at least one image of said retail location; establishment;

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a step to establish a rule defining said fraudulent event, said rule including at least one condition based upon observation in real time of an action undertaken by said patron, relative to at least one prior action or inaction by said patron;

a step to analyze said image using video content analysis techniques to identify at least one predefined feature in said image associated with said fraudulent-event; condition; and

a step to perform a defined action if said rule is satisfied.